

District Revitalizations



Chad T. Woodburn

Membership Director

Department of Illinois

Backing and support from Department leadership

- Leadership should be involved everyday of the revitalization
- Motivates volunteers
- Helps to ease the movement on the purse strings

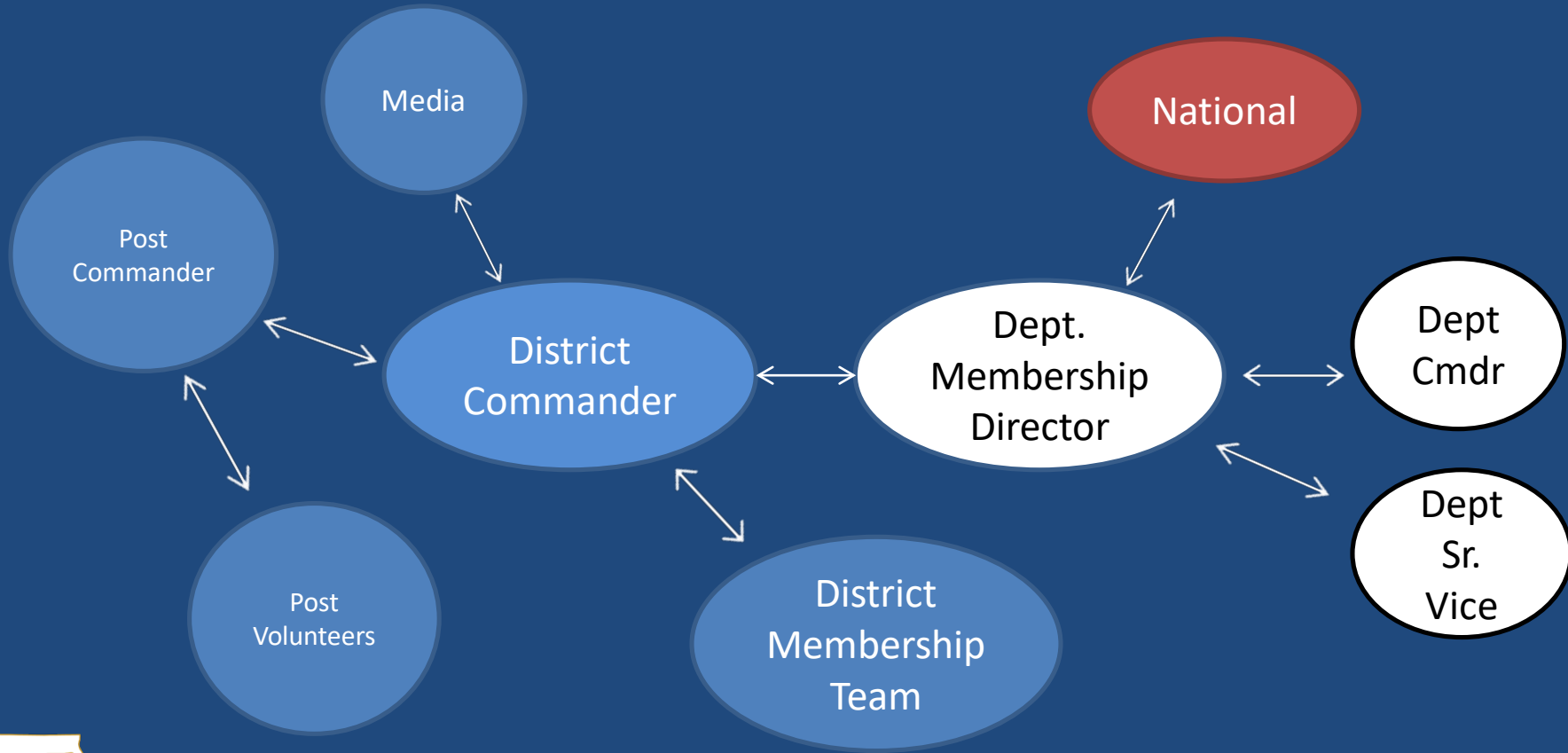


Budget

- In order to get membership, you have to be willing to spend time and money
- Hotel
- Supplies
- Volunteer incentive/thank you



Communication is Paramount



Have a preplan in place

- Know your target audience, something that works in Chicago is necessary going to work in Carmi
- Discussion's with District Commander need to be often, and increase the closer it gets to go time
- Don't forget about media releases.



Be organized

- New national member data forms come organized by zip code- go that extra step and break it down further
- Current/Expired
- Phone number/No phone number
- Emails
- Mobile Office



THE AMERICAN LEGION - MEMBER DATA FORM

(Please use Ink and print clearly using UPPERCASE letters)

Date: 05/03/2017

CURRENT MEMBER DATA	MEMBERSHIP RECORD CHANGE
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Reg. IL Post# 2910

Mark each box next to data to be changed.

Member ID# (9-digit):

Name:

Address:

Telephone:

Email:

Birthdate:

Cont. Years Mbsp:

Last Paid Year: 2017

War Era:

Branch of Service:

Name: _____

Address: _____

Line1: _____

Line2: _____

Line3: _____

City: _____

State: _____ Zip: _____

Undeliverable or Unknown address.

Telephone: _____

Email: _____

Birthdate: _____ / _____ / _____
(Month / Day / Year)

Member is Deceased.

Cont. Years Mbsp: _____ for _____
Years Paid Mbsp Year

War Era: (Check one)

12/7/41 - 12/31/46 (WWII)

6/25/50 - 1/31/55 (Korea)

2/29/51 - 5/7/75 (Vietnam)

6/24/82 - 7/31/84 (Grenada/Lebanon)

12/20/89 - 1/31/90 (Panama)

8/2/90 - Present (Gulf War/War on Terrorism)

Branch of Service: (Check one)

Air Force (USAF)

Army (USA)

Coast Guard (USCG)

Marines (USMC)

Navy (USN)

Member Transferring from: Department: IL

Former Post # 2910

Member Transferring to: Department: IL

New Post # _____

Signature - Post Adjutant

(Required for Transfers, Deceased, and Cont. Years changes)

Signature - Member

(Required for Transfers)



Time Frame

- 1 Day V. 3-4 Days
- Meet at the host post around 9 AM. Brief Volunteers- phone script, billing procedures, SAFETY
- Set return time for door knockers
- Start Calling and Door knocking after 10 AM
- Try and have a separate crew for a 5 PM-7:30 PM follow up phone calls



Time Frame

- M-F after 10 AM-5 PM, Calls NLT 7:30PM
- Saturday is a prime day
- Sunday's are surprisingly a good day also
- Wait to start calling/door knocking on Sunday until after 1:00 PM



Volunteers

- Legion Cover- Legion polo or shirt, relaxed but identifying yourself as a Legionnaire
- Try and have volunteers from each post in the revitalization for specific knowledge of post activities
- Phone script is great, but, don't sound like a robot
- If you don't know about the post you're calling for, find out, take some notes, and have them available should someone ask
- We want membership, but try and make it a meaningful conversation



Emails

- We have received great results with emails from national member data forms
- Have someone in the command post for digital media/emails



Promotions

- Interviews before and during
- Radio
- TV
- Facebook/Twitter
- Post Cards- National/Department





The American Legion
Department of Illinois
2720 E. Lincoln Street
Bloomington, IL 61704

Special Membership Renewal Offer



Special Membership Offer

Renew Your American Legion Membership for \$40.00

Now is the time to stand together! As our politicians look to cut the budget, veteran's benefit's are an easy target. We cannot allow them to balance the budget on the back's of veterans and their families. The American Legion's strength in numbers membership counts! Please let your membership count; here is a special offer. **Your dues in our headquarters post are normally \$43.00 per year. During this offer, you can renew for 2017 and 2018 for just \$40.00, which is a savings of \$46.00, and you can show your support for all veterans.**

Complete the following information, insert payment, and mail this card to The American Legion
P.O. Box 2910 Bloomington IL 61702

Name of Member _____ Post #2910

Address _____ City _____

State _____ Zip _____ Phone Number _____

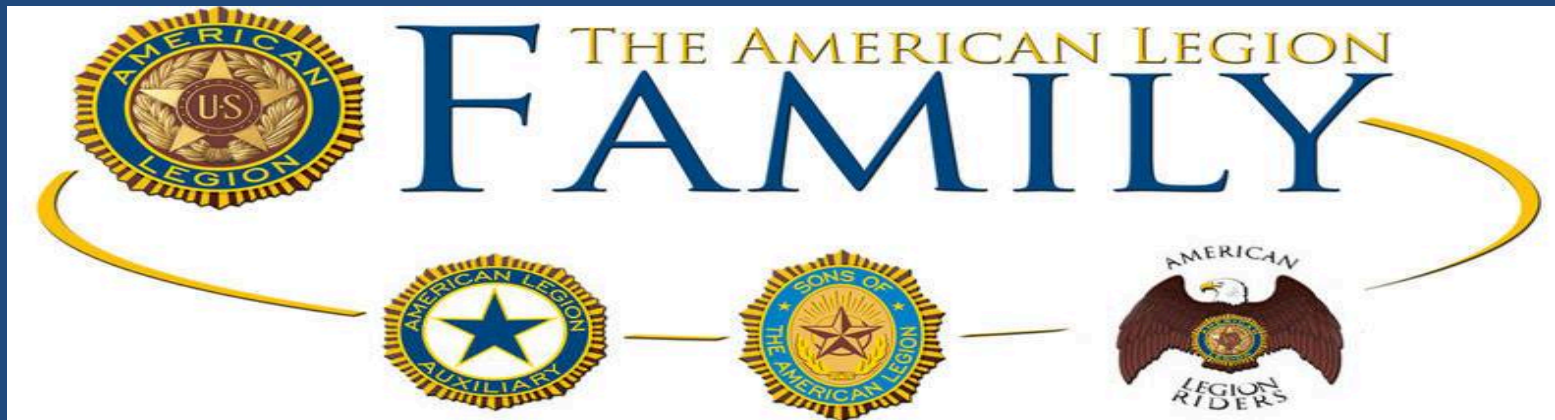
I will pay by: Cash Check Credit

Credit Card Information

Amount \$ _____ On my: Visa Mastercard Discover American Express

Credit Card # _____ Exp. Date _____

3 or 4 digit Security Code on back of card _____ Your Signature _____



- Legion family revitalizations
- After you have signed up the member, ask about other family member
- If you don't have ALA or SAL participate, share contact information after conclusion of revitalization



American Legion Department of Illinois Membership Door Hanger



American Veterans
Flag Tag

THE AMERICAN LEGION
Department of Illinois

Four Pillars of Service
Veterans Benefits
Strong National Defense
Promoting Patriotism
Youth Programs

If you are already a member of the American Legion, thank you for your service and please pass this on to a fellow Veteran.

Thank you for being a patriot.

Scan here to visit our website



Please Contact:

NAME: _____

PHONE: _____

Join The American Legion



Sorry We Missed You.

See contact information on front

OR,

Complete the application below and

mail it with \$_____ to:

Illinois American Legion

PO Box 2910

Bloomington, IL 61702

Cut Along Dotted Line and Mail Application

The American Legion Membership Application

Signature of applicant: _____ Name of member: _____

Member ID Number: _____ (Print Address) _____ (State)


City: _____ State: _____ Zip: _____

Phone: _____

Please check appropriate eligibility dates and branch of service below

<input type="checkbox"/> Aug. 2, 1950 - condition of residence as determined by U.S. Government	<input type="checkbox"/> U.S. Army
<input type="checkbox"/> Dec. 30, 1949 - Jan. 31, 1950	<input type="checkbox"/> U.S. Navy
<input type="checkbox"/> Aug. 24, 1949 - July 21, 1950	<input type="checkbox"/> U.S. Air Force
<input type="checkbox"/> Feb. 28, 1949 - May 2, 1950	<input type="checkbox"/> U.S. Marine
<input type="checkbox"/> June 25, 1950 - Jan. 31, 1955	<input type="checkbox"/> U.S. Coast Guard
<input type="checkbox"/> Dec. 2, 1947 - Dec. 31, 1948	<input type="checkbox"/> Merchant Marine (2/2/41 - 12/31/48 only eligible)
<input type="checkbox"/> April 8, 1917 - Nov. 11, 1918	

Identify that I served at least one day of active military duty during the dates marked above and was honorably discharged or am still serving honorably.




Questions?

